

Active Search Results - ASR

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FOR IMMEDIATE RELEASE

Active Search Results Announces its New Search Engine Ranking Algorithm

Active Search Results will rank search results higher when there is promoter activity behind the website.

WILMINGTON, Del., USA - June 21, 2010 -- The Active Search Results Search Engine (www.activesearchresults.com) announced today its new search engine ranking algorithm called Active Search Results Page Ranking Technology (ASR Ranking).

ASR Ranking allows search engines to rank search results higher for websites where the owners and promoters of those websites have a history of performing actions or events defined as Activity.

The goal of ASR Ranking is to rank websites higher in organic search results where there are real active people supporting those websites that are displayed in the search engine results page (SERP).

An analogy would be similar to walking into a store where there are no employees to provide customer service such as answering questions or taking product returns. This is a store with low activity. On the other hand, a store with multiple people providing prompt customer service is a store with high activity.

It is easy to identify this type of activity when you physically walk into a brick-and-mortar store but is very difficult to recognize when you visit an online store (website). ASR Ranking offers the tool to separate the two by ranking a website higher in the search results when that website has higher activity, therefore, a higher ASR Ranking.

Mark McLellan, Founder and CTO of [Active Search Results](http://www.activesearchresults.com) and ASR Ranking, points out that relevancy is still important. McLellan says, "Relevancy will continue to be the top ranking factor at ASR. We will not sacrifice relevancy in place of ASR Ranking and promoter activity." He continues to describe how ASR Ranking will rank the more active websites higher in the search results when relevancy is equal between the websites.

There are many benefits to the Web searcher (end user), website promoter and to the search engines that use ASR Ranking.

End users benefit by having their search results include websites with more up-to-date information about products, services and content; fewer dead links on the visited websites; more search results from websites that are maintained on a regular basis and better feedback from inquiries sent to the website by the end user.

Website promoters benefit due to no direct costs to promote their website(s), an increase in traffic to their website and a higher visibility on the search engines.

Search engines benefit by experiencing increased website traffic from promoters, higher number of promoters that register with the search engines, more promoter demographics, more ad impressions and higher email open and click through rates.

Active Search Results provides an option to turn on and off ASR Ranking. Mark McLellan says, "There are times when one ranking algorithms is more appropriate than another. The end user should be able to decide which ranking algorithms to use. They should also be able to combine the different algorithms. This allows for more flexibility when searching for different types of content."

Even though ASR Ranking is another search engine optimization (SEO) ranking factor, ASR Ranking is primarily designed to complement the many different search engines' ranking algorithms currently in use and to help enhance the end users' search experience.

About Active Search Results

Active Search Results was launched in August of 2009 by its founder and CTO Mark McLellan. As of June 2010, Active Search Results has gained a Google PageRank of 4 and an Alexa Traffic Rank of 13,982. Mark McLellan has been engineering Internet websites for 15 years and launched his first search engine in September of 1997.

Mark McLellan holds a BS in Computer Information Systems from Goldey-Beacom College, Wilmington, Delaware and an MS in Computer Science from West Chester University, West Chester, Pennsylvania. He has also earned the following industry certifications: Novell Certified Netware Engineer (CNE), Microsoft Certified Systems Engineer Plus Internet (MCSE+I) and Cisco Certified Network Associate (CCNA).

For more information about Active Search Results, ASR Ranking and activity types, visit <http://www.activesearchresults.com/help/about.php>

To submit your website to the Active Search Results Search Engine, visit <http://www.activesearchresults.com/addwebsite.php>

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